

DEPARTMENT OF HEALTH AND HUMAN SERVICES
PUBLIC HEALTH SERVICE
CENTERS FOR DISEASE CONTROL AND PREVENTION
OFFICE OF COMMUNICATION
ATLANTA, GEORGIA 30333

REQUEST FOR TASK ORDER PROPOSAL

Date Issued: August 2, 2005 Date Response Due: August 19, 2005

Questions are to be submitted via email to Helen Mitchell, hjm3@cdc.gov by 4:00 p.m. August 2, 2005.

Proposals are to be submitted via email to Helen Mitchell, hjm3@cdc.gov by 4:00 p.m., August 19, 2005.

Request for Task Order Proposal (RFTOP) NO.276: CDC-43

Title: Testing and Evaluating Health Promotion Materials to Increase Breast Cancer Screening Among Women Aged 40 Years and Older with Physical Disabilities (formally C-71)

Contract reference: This Request for Task Order Proposal is consistent with the purposes for which the NIH Public Information and Communication Services (PICS) contracts for health communication services were awarded. This RFTOP includes tasks described in the contract as Tasks 1 (communications research), 2 (Media Analysis and outreach), and 5 (Outreach and promotion).

Page Suggestion:

The proposal narrative should be limited to 25 double spaced pages. In addition, staff bios and samples of previous work may be attached in the Appendix.

Budget format suggestion:

The contractor should develop an itemized budget for each deliverable listed in the RFTP.

Funding Range:

- ☐ Under \$100,000
- ☒ Over \$100,000 but less than \$300,000
- ☐ Over \$300,000 but less than \$500,000
- ☐ Over \$500,000 but less than \$700,000
- ☐ Over \$700,000 but less than \$1,000,000
- ☐ Over \$1,000,000

Type of Pricing Requested:

- ☒ Cost Plus Fixed Fee

- Other (Specify) _____

Background:

Breast cancer is a major public health concern for all women including women with disabilities. Disabled women are just as likely as women without disabilities to have ever received a mammogram; however, they are significantly less likely to have been screened within the recommended guidelines (MMWR, 1998). The public health community has increased breast cancer awareness and encouraged women to adopt preventive practices through the use of health communication messages and campaigns, yet few communication messages exist that target women with disabilities.

The Centers for Disease Control and Prevention (CDC) conducted a qualitative study to explore the barriers to breast cancer screening for women with physical disabilities. Barriers identified included: perceived susceptibility, pre-occupation with other health issues, not knowing where to go for accessible screening, difficulty with positioning, inaccessible facilities and equipment, and provider knowledge and attitudes. Disabled women also identified the lack of health promotion messages and materials that reflect their unique needs and concerns as problematic.

As a result of this previous research, CDC awarded a Task Order (C-71) to Prospect Associates (now American Institutes of Research) under the old CDC communications contract mechanism to develop, test, and evaluate culturally relevant concepts, messages, and health promotion materials designed to increase awareness about breast cancer screening among women with physical disabilities. Although prototype materials (e.g., posters, flyers, print ads, fact sheet, MP3 files, banner ads and user guide) have been developed in English and Spanish, work is not yet completed. Due to government delays in production, CDC has not been able to pilot test and evaluate our draft materials as outlined in Tasks 4-6 in the existing contract.

Description of work:

The purpose of the project is to pilot test and evaluate the draft products in up to three communities before making the products available nationally. The project will be comprised of three major tasks which are outlined below:

Task 1 - Planning for Pilot Testing and Evaluation (formally Tasks 4 and 5)

The contractor shall complete all planning activities for the pilot test and evaluation in up to 3 communities. The contractor shall develop individual community-based

communication/dissemination plans for each of the pilot sites and finalize all evaluation protocols.

Task 2 - Pilot Testing and Evaluation (formally Task 5)

The contractor shall distribute the health promotion materials and implement a pilot campaign in up to three communities across the country. At least one site must be in a predominantly Spanish speaking community and at least one partner organization must be a Center for Independent Living (CIL). The contractor shall track all health communication efforts in these communities using appropriate process measures such as media monitoring, calls to designated numbers, and requests for printed materials. In addition, the contractor shall conduct short and long term outcome/impact evaluation of CDC's health communication efforts in these communities. This will include using appropriate methods (e.g., field experiments, interviews, questionnaires, and other appropriate methods) to measure attitudinal and behavioral outcomes associated with CDC's health communication efforts.

The contractor shall obtain advice and recommendations from CDC staff identified by the technical monitor, members of the target audience, and CDC partners, including state health departments and community-based organizations such as Centers for Independent Living.

Task 3 - Dissemination (formally Task 6)

Based on the pilot evaluation, the contractor shall make final revisions to the health promotion materials and include recommendations for packaging and distributing the products. In addition, the contractor shall work with CDC to develop and implement a national dissemination plan.

Items from CDC appropriate for preparation of proposals:

- A reference list of related research articles addressing breast cancer screening for women with disabilities.

Item from CDC appropriate for task completion:

- A list of key informants, partners, and contact information for each of the pilot sites.

Deliverables:

The contractor shall produce and submit the following deliverables to the CDC Technical Monitor:

Task 1- Planning for Pilot Testing and Evaluation (To be completed by October 31, 2005)

- Pilot testing plan and evaluation protocols
- Memorandums of understanding with community-based partners

- Community-based communication/dissemination plans and submit to CDC

Task 2 - Pilot Testing and Evaluation (To be completed by May 31, 2006)

- Distribute prototype health promotion materials to community organizations
- Implement the pilot campaign in 3 communities
- Evaluate the impact of the campaign using appropriate process and outcome measures
- Evaluation analysis and report

Task 3 - Dissemination (To be completed by September 30, 2006)

- Revise and finalize the health promotion products/kits
- Develop a national dissemination plan and submit to CDC
- Execute the dissemination plan

All products prepared under this contract shall become and remain the property of the Government.

Period of Performance:

The performance period begins with date of award and the overall end date is May 14, 2007.

Special Clearances:

Check all that apply:

- ☐ OMB
☐ Human Subjects
☐ Privacy Act

Production Clearances:

- ☐ 524 (concept)
☐ 524a (audiovisual)
☐ 615 (printing)

Evaluation Criteria:

A. Award: This task order will be awarded to the contractor whose proposal is considered to be the most advantageous to the Government, price and other factors (identified below) considered. The Government will not make an award at a significantly higher overall cost to the Government to achieve only slightly superior performance.

B. Technical Evaluation:

Technical evaluation for this RFTOP are as follows:

<u>Criteria</u>	<u>Points or relative Value of criteria</u>
Technical Approach	<input type="text"/> 30% <input type="text"/>
Staffing and Management	<input type="text"/> 20% <input type="text"/>
Similar Experience	<input type="text"/> 20% <input type="text"/>
Recommendations	<input type="text"/> 30% <input type="text"/>

Total 100%

Technical Approach:

Contractors are to provide a discussion of their technical approach for providing the services required for this task order.

This criteria will be evaluated according to the soundness, practicality, and feasibility of the contractor's technical approach for providing the services required for this task order.

Staffing and Management:

Contractors are to provide (1) a staffing plan that demonstrates their understanding of the labor requirements for this task order; and (2) a management plan that describes their approach for managing the work, to include subcontract management if applicable.

This criteria will be evaluated according to the soundness, practicality, and feasibility of the offeror's staffing and management plans for this task order.

Similar Experience:

Provide information reflecting the contractor's organizational capacity for projects similar in complexity and scope. In addition, contractors are to provide relevant information about their experiences working in Spanish speaking communities and with people with disabilities, including community-based organizations such as Centers for Independent Living (CILs).

This criteria will be evaluated to determine appropriate experience of assigned personnel. Contractors must also provide relevant information about their experience working with the disability community.

Recommendations:

Contractors are to provide ideas and/or suggestions about creative and/or innovative ways to accomplish either the processes or products described in this task.

This criteria will be evaluated by examining the creative ideas offered and the rationale that supports the ideas presented.

C. Cost Evaluation: A cost analysis of the cost proposal shall be conducted to determine the reasonableness of the contractor's cost proposal.

Proposed Technical Monitor: JoAnn M. Thierry, PhD
NCBDDD
Mail Stop E-88

(404) 498-3022
jxt4@cdc.gov

Project Officer: Brittney A. Spilker, Division of Creative Services (DCS)